



## **Work, rest and play inside the world's busiest airport - YOTEL has landed**

### **YOTEL launches second capsule hotel at London's Heathrow Airport**

London, UK: December 6 2007 - YOTEL, the revolutionary new hotel concept that is redefining the global hotel industry, is today launching its second location with 32 stylish cabins at Heathrow Airport Terminal 4, following the initial launch at Gatwick earlier this year. Inspired by first-class airline cabins and located inside the airport terminal, YOTEL is an ideal choice for business travellers - from those waiting in transit, to passengers wishing to stay over the day before an early morning flight or long scheduled transfers, as well as unexpected flight delays and cancellations – even those just with time to fill before a meeting.

While businesses are watching their budgets and increasingly encouraging economy or no frills hotels and travel, YO! Founder Simon Woodroffe conceived the innovative YOTEL cabins to provide a flexible and convenient 'first class' hotel experience at affordable prices. The next-generation cabins come fully equipped for all the needs of the business traveller – with desks, free WiFi and wired internet access, workstations and 'techno wall' entertainment systems.

Instead of sharing a table in a cafe with excited holiday makers, business travellers can finish off a presentation, make important telephone calls, catch-up on emails and the latest business news on TV - whilst enjoying freshly ground coffee and a delicious food menu, all in the privacy of their own cabin.

CEO Gerard Greene said, 'Following the exceptional success of our Gatwick opening with phenomenal occupancy levels, YOTEL Heathrow will offer more passengers the chance to experience a little bit of luxury and relaxation right inside the worlds busiest airport. We continue to expand globally with Schiphol opening in early 08 and other exciting destinations around the globe to be announced. At last some respite for weary passengers. Enjoy! '

The cabins come with all the facilities you would expect from a comfortable hotel room to enable work, relaxation, sleep, refreshment and entertainment. Cabins come as 'Premium' double, and 'Standard, large single' – en suite bath rooms, in cabin entertainment and 24 room service.

The cabins are bookable for just a few hours enabling delayed and transfer passengers to relax in privacy in front of a movie or to enjoy a refreshing shower. Passengers leaving on early morning flights can stay the night before to catch some valuable extra hours of sleep, safe in the knowledge that they are just a casual stroll away from their departure point.

Prices for a Standard cabin will range from £25 for four hours and from around £56 overnight, while a Premium cabin will cost from £40 for four hours, and from around £82 overnight. Cabins can be booked in advance online at [www.yotel.com](http://www.yotel.com)

"Ten years after the launch of YO! Sushi the YOTEL brand is also flying with the launch of the second site at Heathrow – and there are more to come! We have two more sites signed and with further deals worldwide on the runway - I expect YOTEL to be in the worlds top ten hotel brands in the next ten years. YOTEL totally fulfils the holy grail of retailing – we deliver a top end product at below expectation cost." Simon Woodroffe commented

Heathrow Airport is the UK's busiest airport. In 2006, Heathrow Airport welcomed over 67.7 million passengers, flying to around 180 destinations on a choice of over 90 airlines.

Says Duncan Garrood, Commercial Director BAA, "YOTEL is a fresh hotel concept launched at Gatwick Airport earlier this year and we are delighted to now offer this innovative experience to our passengers at Heathrow. As the busiest UK airport, Heathrow is an ideal location for YOTEL's second site and we are very excited to be introducing this new service which provides our travellers with more choice".

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## About YOTEL

YOTEL was created by YO! Founder Simon Woodroffe and YOTEL CEO Gerard Greene. The idea was conceived by Simon after he was upgraded into first-class on a flight. He decided to translate the language of luxury airline travel and Japanese capsule hotels into a small but luxurious cabin. Gerard Greene evolved that idea into reality with YOTEL.

YOTEL opened its first hotel inside Gatwick's South terminal in June 2007 and will open Heathrow and Schiphol in December 2007 and early 2008 respectively, following a major investment by Kuwait-based IFA Hotels & Resorts. At London Heathrow, a 32-cabin YOTEL will open within Terminal 4, while at Schiphol, a 56- cabin YOTEL will be the first airside YOTEL.

From a concept design by Priestman Goode of Airbus fame, The Manser Practice and Conran & Partners developed the production model of the premium cabin and then designed and developed the Standard cabin.

Simon Woodroffe is the creator of worldwide restaurant phenomenon YO! Sushi and is a well-known entrepreneur from the UK following a stint as a "dragon" on the popular UK BBC2 television series The Dragons' Den whereby aspiring entrepreneurs vie for support from established business people.

## About IFA

**IFA Hotels and Resorts:** [www.ifahotelsresorts.com](http://www.ifahotelsresorts.com)

IFA Hotels & Resorts (IFA HR) is a major investor in YOTEL but also a leader in the development of premier integrated and mixed-use hotel and tourism resort projects throughout Europe, the Middle East, the Indian Ocean region, Africa and Asia.

Listed on the Kuwait Stock Exchange, with a market capitalization of over US\$ 1 billion, IFA HR's main shareholder is Kuwaiti based International Financial Advisors (IFA). The company's South African arm, IFA Hotels & Resorts Limited, was listed on the JSE Limited during February 2006. In January 2007 the company invested in listed Thai developer Raimon land.

Globally, IFA HR has entered into strategic alliances and joint venture partnerships with leading companies such as Kingdom Hotel Investment Group (Saudi Arabia), Nakheel (UAE), Istithmar (UAE), United Investments Portugal, (Portugal) Raimon Land (Thailand), Ohlthaver & List (Namibia), and into strategic alliances with RCI (part of the Cendant's Group), Moreland Developments (Pty) Ltd (South Africa) and Boschendal Ltd. ( South Africa) and most recently Indian Ocean Resorts (Seychelles).

IFA HR has aims to link its resorts to new parts of the globe, such as the US, the UK, Mauritius, Eastern Europe and further into the Far East. This will offer investors and tourists alike access to world class facilities through a network of hotels, residential resorts, vacation and residence club destinations.

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